

**"TRIP CHAINING"**

**VIDEO:**

DISSOLVE THROUGH A SERIES OF  
BEAUTIFUL SHOTS INCLUDING:

WEATHERVANE TURNING IN BREEZE

GRASS BLOWING IN WIND

MOM WITH FLOWERS

MOM DRIVING MINIVAN

MOM DROPPING LITTLE GIRL OFF AT  
DANCE STUDIO

MOM PUTTING PURCHASE IN MINIVAN

MOM DRIVING DOWN STREET

MOM PUTTING GROCERIES IN MINIVAN

MOM PICKING UP KIDS IN SOCCER  
UNIFORMS

KIDS IN BACKSEAT OF MINIVAN

KIDS BEING HANDED PIZZA BOXES

MINIVAN DRIVING AWAY

BEAUTIFUL BLUE SKY

**SUPER:**  
IT ALL ADDS UP TO CLEANER AIR

**SUPER:**  
PARTNER INFORMATION

**AUDIO:**

**SFX:** A FLOWING, LILTING MELODY

**FEMALE ANNCR:**

The air...

You breathe it...

Feel it...

And continue to protect it...simply by doing  
what you're already doing.

Combining your daily errands into one  
sensible trip.

Trip chaining.

It means more time in your life...

Less traffic congestion...

And less pollution...

So keep it up because  
it all adds up to cleaner air.

**"MAINTENANCE"**

**VIDEO:**

DISSOLVE THROUGH A SERIES OF  
BEAUTIFUL SHOTS INCLUDING:

LAUNDRY BLOWING IN WIND

WOMAN IN CONVERTIBLE

DAD AND SON WITH TRUCK IN BARN

DAD AND SON WORKING ON TRUCK

MINIVAN DRIVING DOWN STREET

EMISSIONS STATION SIGN

WOMAN BESIDE CAR

SERVICE STATION INTERIOR

CAR BEING WORKED ON

LITTLE BOYS BLOWING BUBBLES

BEAUTIFUL BLUE SKY

**SUPER:**

IT ALL ADDS UP TO CLEANER AIR

**SUPER:**

PARTNER INFORMATION

**AUDIO:**

**SFX:** A FLOWING, LILTING MELODY

**FEMALE ANNCR:**

It's within us...

It's all around us...

The air...

You can protect it simply by doing  
what you're already doing.

Maintaining your car and keeping  
it in top running condition.

It saves money and means

Less traffic congestion  
due to breakdowns.

And it means less pollution.

So keep it up because  
it all adds up to cleaner air.

**"ALT. CHOICES"**

**VIDEO:**

DISSOLVE THROUGH A SERIES OF  
BEAUTIFUL SHOTS INCLUDING:

YOUNG WOMAN WITH PINWHEEL

CHILDREN RUNNING IN FIELD

IN-LINE SKATER

PARKING DECK WITH CAR DRIVING IN

CARPOOLERS GETTING OUT OF CAR

BICYCLISTS RIDING BIKES

PEOPLE WALKING

BUS DOOR OPENING

BUS ON STREET

PLATFORM AS TRAIN PULLS UP

PEOPLE ON PLATFORM

GRASS BLOWING IN WIND

KIDS PLAYING IN FIELD

BEAUTIFUL BLUE SKY ABOVE

**SUPER:**

IT ALL ADDS UP TO CLEANER AIR

**SUPER:**

PARTNER INFORMATION

**AUDIO:**

**SFX:** A FLOWING, LILTING MELODY

**FEMALE ANNCR:**

All across the nation,

people just like you

are protecting the air...

Simply by doing what  
they're already doing.

Sharing rides, biking

walking, riding the bus,

taking the train...

It costs less

and means less traffic congestion.

And it means less pollution.

So keep it up because  
it all adds up to cleaner air.

"CLEANER AIR"

**VIDEO:**

OPEN ON CONGESTED EXPRESSWAY.

CUT TO LANCE BURTON IN STREET CLOTHES  
ON BUSY, CONGESTED, SMOGGY STREET.

AS LANCE WAVES HIS HAND, THE "SMOG"  
DISAPPEARS AND THE PICTURE IS CLEAR.

**SUPER:** LANCE BURTON, MASTER MAGICIAN

CUT TO THE U.S. CAPITOL.

CUT TO A CONGESTED HIGHWAY, THEN A  
CLOSE-UP ON CAR TIRES.

CUT TO JOGGER.

CUT TO TRAFFIC EXPRESSWAY.

CUT TO BUSY STREET W/PEDESTRIANS.

CUT TO LANCE, WEARING A TUXEDO, IN A  
PERFORMANCE HALL.

CUT TO CLOUDS. PAN DOWN TO CORNFIELD.  
FADE TO FAMILY PICNICKING IN A PARK.

CUT TO LANCE WALKING IN A PARKING LOT  
WITH A VARIETY OF VEHICLES PARKED  
BEHIND HIM.

**SUPER:** IT ALL ADDS UP TO CLEANER AIR

CUT TO STREET AGAIN. LANCE GRIMACES  
AND WAVES HIS HAND IN FRONT OF HIS  
FACE.

**AUDIO:**

**SFX:** STREET NOISES, CARS HONKING

**LANCE BURTON:** Wouldn't it be great if with a  
magic sweep of the hand...

...we could make smog and air pollution disappear?  
Hi. I'm Lance Burton, Master Magician.

Now in America there are just about one car for  
every adult.

The enormous amount of traffic on our roads  
often keeps pollution at dangerous levels...

...making it difficult to breathe...

...aggravating asthma and lung disease.

How can we escape this?

**SFX:** CHEERY, UPLIFTING MUSIC BEGINS.

We can combine our daily trips...

...keep our cars maintained and sometimes even  
find another way to get there.

And we can choose to do it because it all adds up  
to cleaner air.

And clean, alternatively fueled vehicles like these.  
Nearly every major manufacturer makes them.  
Cars, trucks and buses that dramatically cut harm-  
ful emissions can really help clean our air.

It all adds up to cleaner air.

**SFX:** MUSIC STOPS. STREET NOISES, CARS  
HONKING. LANCE COUGHS.

**"TIRES/TUNED - CASH"**

**VIDEO:**

OPEN ON MAN 1 INFLATING HIS TIRES AT A GAS STATION.

CUT TO MAN IN HIS CAR, READY TO DRIVE AWAY.

**SUPER:**

GET GREEN. ENVIRONMENTAL DEFENSE, AD COUNCIL AND ALLIANCE FOR CLEANER AIR & TRANSPORTATION LOGOS.

CUT TO MAN 2 WALKING TOWARD HIS CAR FROM HIS FRONT DOOR. AS HE WALKS TO HIS CAR, HE TALKS TO THE CAMERA.

**SUPER:**

ENVIRONMENTAL DEFENSE. GETGREEN.COM. AD COUNCIL AND ALLIANCE FOR CLEANER AIR & TRANSPORTATION LOGOS.

**AUDIO:**

**MAN 1:**

Properly inflating my tires burns less fuel and saves me money on gas.

Yeah, I'm saving Mother Nature from pollution. But more importantly, she's saved me eleven bucks!

Ahhooooo!!

**ANNOUNCER:**

Environmental Defense. Get Green.

**MAN 2:**

By keeping my car regularly tuned, I save money on gas and repairs.

That also means cleaner air.

You know, it feels good to help save the cash-planet.

**ANNOUNCER:**

Environmental Defense. Get Green. For more tips go to [getgreen.com](http://getgreen.com).

**"TUNED - CASH/PLANET"**

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**VIDEO:**

OPEN ON A MAN WALKING TOWARD HIS CAR FROM HIS FRONT DOOR. AS HE WALKS TO HIS CAR, HE TALKS TO THE CAMERA.

**SUPER:**

THE ENVIRONMENT. GETGREEN.COM. AD COUNCIL, ALLIANCE FOR CLEANER AIR & TRANSPORTATION, AND ENVIRONMENTAL DEFENSE LOGOS.

**AUDIO:**

**MAN:**

By keeping my car regularly tuned, I save money on gas and repairs.

That also means cleaner air.

You know, it feels good to help save the cash-planet.

**ANNOUNCER:**

The environment. Get Green. For more tips go to [getgreen.com](http://getgreen.com).

**"TUNED - WAX"**

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**VIDEO:**

OPEN ON A MAN WASHING HIS CAR IN HIS DRIVEWAY.

HIS BUTLER WALKS INTO VIEW, HOLDING BOTTLES OF WAX ON A SILVER TRAY.

**SUPER:**

GETGREEN.COM. ENVIRONMENTAL DEFENSE, AD COUNCIL AND ALLIANCE FOR CLEANER AIR & TRANSPORTATION LOGOS.

**AUDIO:**

**MAN:**

Keeping my car regularly tuned helps reduce air pollution. It also saves me money on gas and repairs.

But it's not just about saving money. It's about what you do with it.

**BUTLER:**

Your wax, sir.

**ANNOUNCER:**

Environmental Defense. Get Green. Go to [get-green.com](http://get-green.com).

**"TIRES"**

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**VIDEO:**

OPEN ON A MAN INFLATING HIS TIRES AT A GAS STATION.

CUT TO MAN IN HIS CAR, READY TO DRIVE AWAY.

**SUPER:**

GETGREEN.COM. ENVIRONMENTAL DEFENSE, AD COUNCIL AND ALLIANCE FOR CLEANER AIR & TRANSPORTATION LOGOS.

**AUDIO:**

**MAN:**

Properly inflating my tires burns less fuel and saves me money on gas.

Yeah, I'm saving Mother Nature from pollution. But more importantly, she's saved me eleven bucks!

Ahhoooo!!

**ANNOUNCER:**

Environmental Defense. Get Green. Go to get-green.com.



## "ELEVATOR"

THE COMMERCIAL OPENS ON TWO MEN (ONE, A 20-SOMETHING GUY, THE OTHER, HIS 50-SOMETHING-YEAR-OLD SUPERVISOR) RIDING IN AN ELEVATOR. THE TENSION BETWEEN THE TWO OF THEM IS STRONG, AS THEY STARE FACE-FORWARD. THE YOUNG MAN GLANCES AT HIS BOSS. HIS BOSS, SENSING THE YOUNG MAN'S STARE, ANSWERS BY SAYING: No.

**THE YOUNG GUY, IN A FUN, PESTY, GEN-X-KIND-OF-WAY, SAYS:**  
C'mon.

**BOSS:**  
(CALMLY) No.

**YOUNG GUY:**  
C'mon.

**BOSS:**  
(CALMLY, STILL) No.

**YOUNG GUY:**  
C'mon.

**BOSS:**  
Look. I pay you to ride mass transit. I'm not going to pay you to ride the elevator.

**WE THEN HEAR A FEMALE ANNOUNCER SAY:**  
LOOKING FOR A FREE RIDE TO WORK?  
CHECK OUT COMMUTER CHOICE. YOU GET A FREE RIDE. YOUR BOSS GETS A TAX BREAK.

**THE YOUNG GUY GIVES IT ONE MORE TRY BY SAYING:**  
C'mon.

**THE BOSS GOES BACK TO IGNORING HIS EMPLOYEE AS THE ANNOUNCER SAYS:**  
Everybody's covered.

**THE WEBSITE, LOGO AND TAG LINE APPEAR.**

## "SUBWAY"

THE COMMERCIAL OPENS IN A SUBWAY TRAIN. IT'S ABOUT 75% FULL WITH A DIVERSE GROUP OF PASSENGERS. ALL OF THEM ARE ASLEEP, WITH THEIR HEADS BACK AND MOUTHS OPEN. SOME SNORT. FOR ABOUT 5 SECONDS, WE HEAR NOTHING BUT THE TRAIN AS WE SEE CLOSE-UPS OF THE SLEEPING PASSENGERS.

**AS THE TRAIN PULLS INTO A STATION, WE HEAR THE CONDUCTOR'S MUFFLED ANNOUNCEMENT. AND A FEMALE ANNOUNCER SAYS:**

With Commuter Choice, your boss gets a tax break. And you get a free commute. You could thank him by using this time to do a little extra work.

**A PASSENGER LIFTS HER HEAD UP TO SEE WHERE SHE IS, AND THEN LAZILY LOWERS IT BACK TO SLEEP. THE ANNOUNCER CONTINUES, AMUSED:**

Or not.

**WE SEE THE WEBSITE, LOGO AND TAG LINE APPEAR.**

## "BUS SHELTER"

THE COMMERCIAL OPENS ON A BUS SHELTER, WHERE A 20-SOMETHING-YEAR-OLD WOMAN IS FIRING QUESTIONS AT HER 40-SOMETHING-YEAR-OLD SUPERVISOR.

**20-SOMETHING:**

Can I get a vending machine in my cube?

**40-SOMETHING:**

No.

**20-SOMETHING:**

How 'bout a corner office?

**40-SOMETHING:**

No.

**20-SOMETHING:**

Scheduled nap time?

**40-SOMETHING:**

No.

**20-SOMETHING:**

How 'bout some petty cash for a happy hour?

**40-SOMETHING:**

No.

**20-SOMETHING:**

Come on...

**40-SOMETHING:**

No.

**20-SOMETHING:**

Personal masseuse?

**40-SOMETHING:**

No.

**20-SOMETHING:**

Company jet?

**40-SOMETHING:**

Laughs.

**20-SOMETHING:**

How 'bout manicures and pedicures?

**40-SOMETHING:**

No.

**20-SOMETHING:**

Personal shoppers?

**40-SOMETHING:**

No.

**20-SOMETHING:**

Catered lunches?

**40-SOMETHING:**

No.

**20-SOMETHING:**

A free commute to work?

**40-SOMETHING:**

Ok.

**20-SOMETHING (VERY SURPRISED):**

What?!?

**WE THEN HEAR THE ANNOUNCER SAY:**  
WITH COMMUTER CHOICE, YOUR COMPANY  
CAN PAY FOR YOUR COMMUTE TO WORK.

**THE 20-SOMETHING, SATISFIED, SAYS:**  
Nice.

**THE ANNOUNCER CONTINUES:**  
THAT HELPS YOU. AND THE TAX BREAK HELPS  
THEM. SO GO AHEAD AND ASK.

**JUST THEN, THE BUS PULLS UP. THE  
WEBSITE, LOGO AND TAGLINE APPEAR.**

**WE HEAR THE 20-SOMETHING SAY:**  
How 'bout a personal trainer?  
**40-SOMETHING:**  
No.  
**20-SOMETHING:**  
Makeover?